

**Louisiana Tourism Promotion District (LTPD) Board of Director Meeting**  
**February 21, 2022 | 10:30 am**  
**New Orleans Jazz Museum**

**Minutes**

Call to Order: Chair Carla Tate called the meeting to order at 10:30 am

Roll Call: Sharon Calcote called roll. There were three members present and a quorum.

Present: Carla Tate, Ralph Ney and Angela LaFleur.

Absent: Mark Romig and Mark Latter

Approval of Minutes – Chair Tate called for approval of the minutes from the last meeting. Ralph Ney moved, seconded by Angela LaFleur. Vote carried and the minutes were approved.

Doug Bourgeois, Assistant Secretary of the Louisiana Office of Tourism thanked everyone for attending the meeting and introduced the new district member Angela LaFleur, general manager of Tanger Outlet Mall. Bourgeois reminded members to take their ethics training and to complete their financial disclosure forms before May.

Bourgeois provided members with an overview of the ARPA funds and indicated where the funds were earmarked for marketing, advertising, special projects and other tourism initiatives. Bourgeois said the when the ARPA funding was released to the states (Governor), the Lieutenant Governor and Bourgeois met with Commissioner of Administration Jay Dardenne and Dardenne said the ARPA funds could only be used for marketing and advertising.

The Louisiana Office of Tourism received \$17 million in ARPA funds and \$60 million was set aside for convention and visitors bureaus and tourist commissions to apply for directly to the Division of Administration. Of that \$60 million, some \$30 million has been expended.

Bourgeois said that much of the advertising and marketing were start and stop depending on the up-ticks of the Covid Pandemic.

The Louisiana Office of Tourism has seen great success with its Mardi Gras campaign and will be featuring a festival campaign to promote festivals across Louisiana.

Jeff Harlan, Deputy Assistant Secretary of the Louisiana Office of Tourism reviewed the budget. He discussed the state dedicated funds that went into the district fund and that unspent funds returned to the district fund. Because advertising programs started and stopped during Covid, not all of the ARPA and district funds have been spent, so funds may be returning to the district fund.

Lynne Coxwell, Director of Research for the Louisiana Office of Tourism, discussed the various grant programs offered by the Louisiana Office of Tourism, which are also related to the use of the ARPA funds. She provided explanations of the grant programs and the organizations that benefitted. Competitive Grant Program and the Cooperative Marketing.

A new grant program – Louisiana Attractions Support Grant is open to non-governmentally-operated attractions. Attractions may request up to \$20,000. The grant closes May 17<sup>th</sup>.

Another new grant is the Festivals and Events Recovery Grant program which will open July 1, 2022 and run through June 30, 2023.

Harlan and Bourgeois discussed the media value and audience reach of the Louisiana floats in the Macy's Day Parade and the Tournament of Roses Parade.

Ney suggested that the Louisiana Office of Tourism and the Lieutenant Governor, as the tourism ambassador, conduct a marketing campaign to promote the tourism industry (hotels, restaurants, etc.) as job/employment opportunities.

Sharon Calcote, Director of the Louisiana Trails and Byways Program, gave a brief background the Louisiana Byways and discussed the promotional initiatives being done to support the Louisiana Byways, including videos that are being uploaded to the LouisianaByways.com website, itineraries being developed that will be downloadable, the development of a new website that is mobile friendly and an advertising campaign that will be first one to promote byways.

Calcote also discussed the evolution of the Louisiana Civil Rights Trail. Gave a brief summary of the process. Reviewed the new advertising campaign and discussed the Louisiana Civil Rights Trail interpretive markers. Calcote mentioned that the Louisiana Civil Rights Trail initiative has won several awards for advertising and social media reach.

Coxwell discussed research figures – showing an uptick in overnight visitation almost to the 2019 level. Highlights from Zartico dashboard were shared with the commission.

Bourgeois mentioned that the highly successful advertising campaign of Louisiana is a Trip will be going national. He said all of the market trends are changing from 2019. We are getting visitors from east and west of the Appalachian Mountains, when before it was mostly east.

Bourgeois discussed the Louisiana Music Trail initiative that is being funded through the Louisiana Office of Tourism, but developed by the Louisiana Office of Cultural Development (OCD). OCD is having its first music trail regional meeting this week.

Ney said he was interested about the international markets. Bourgeois said we have contracts or cooperative agreements for representation in the United Kingdom, France, Germany, Canada and Mexico and Japan, Brazil, China and Brux/Lux in conjunction with other tourism groups.

Angela LaFleur asked if the Louisiana Office of Tourism marketed the Louisiana Tax-Free Shopping Program when we marketed to international markets. She was told that yes, it is promoted in the international markets.

Chair Tate thanked everyone for attending. She called for a motion to adjourn. Ney motioned to adjourn, seconded by LaFleur. Motion carried.

Meeting adjourned at 11:52 am.